



## **WHAT WILL MLS DO FOR CHARLOTTE?**

- Build on the visitor economy's legacy of contributing to Charlotte's quality of life
- Strengthen the community via jobs, economic impact and a thriving soccer scene
- Align with Charlotte's "winning city" strategy

# WHY CRVA SUPPORTS MLS



OXFORD ECONOMICS

## LEAGUE FOOTPRINT



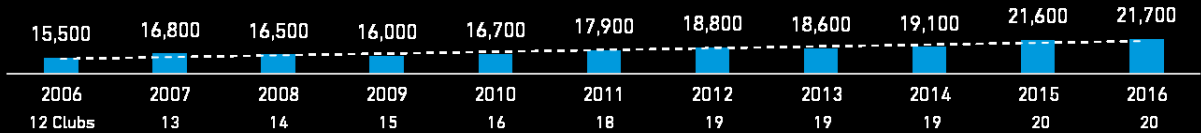




# GROWING FAN BASE

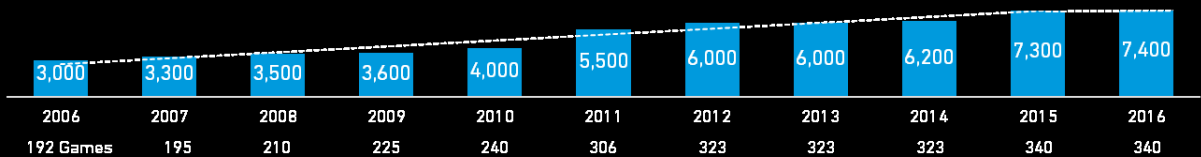
## MLS AVERAGE ATTENDANCE

**40% increase since 2006**



## MLS TOTAL SEASON ATTENDANCE (in thousands)

**9.5% annual growth**



## 10 TRAITS OF WINNING CITIES OF TOMORROW

### Beyond Borders

Advancing collaboration across and outside the region

### Open Book

Being hyper-transparent and a proactive communicator

### Shared Story

Advancing a seamless narrative; Why we're unique

### Affordable Spaces

Meeting the rising demand for affordable housing

### Open Mind

Being creative, innovative, and accepting of new ideas

### Millennial Magnet

Being a hot spot for young professionals

### 15-Minute Livable Communities

Investing in diverse neighborhoods

### Workforce Dynamics

Advancing large-scale training and re-skilling

### Big Tent

Being a welcoming and inclusive community

### Positive Buzz

Inspiring and scaling positive word of mouth







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# Fans a big part of Atlanta United's soccer success story



Nobody sits during an Atlanta United game, certainly not in the north endzone at Bobby Dodd during this April game against D.C. United. (Andrew Dinwiddie/Special)

The Atlanta Journal-Constitution  
 12:58 p.m Sunday, July 2, 2017 Filed in [Atlanta United FC](#)

The story of Atlanta United's first season is halfway told, and already the revelations have come in waves. And they are not all confined to the soccer field squeezed into big-time college football's oldest address. Not all stem from an expansion team that is tied for the league lead in goals and daring to make itself a potential playoff nuisance.

For instance, look to the seats at Bobby Dodd Stadium. See the flags waving. Experience the mingling of nations and a fandom that speaks with an accent other than southern. Hear the constant chants consume an entire building in unison, as opposed to the random roars of the football crowd.

"Sha la la la laaaaa, A-T-L

"Sha la la la laaaaa, U-Ni-Ted."











PRESENTATION TO CITY OF CHARLOTTE  
ECONOMIC DEVELOPMENT COMMITTEE  
MARCUS SMITH

JULY 20, 2017



## CHARLOTTE IS MY HOME



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## SPEEDWAY CHILDREN'S CHARITIES (SCC)

- \$49M in donations since inception in 1982
- \$11M in the Greater Charlotte area with a focus on helping children in need
- In 2016, SCC provided grants to ~90 organizations in the Greater Charlotte area





## SPEEDWAY CHILDREN'S CHARITIES – 2016 CHARLOTTE CHAPTER GRANT RECIPIENTS

A Better World  
A Child's Place of Charlotte  
A Place of Hope  
Academic Learning Center  
Ace and TJ's Grin Kids  
Ada Jenkins Families & Careers Development Center  
Alexander Youth Network  
Allegro Foundation  
Anuvia Prevention and Recovery Center  
Assistance League of Charlotte  
Autism Charlotte  
Autism Society of North Carolina  
Baby Bundles  
Children's Hope Alliance  
Bee Mighty  
Bethany Christian Services  
Big Brothers Big Sisters of Greater Charlotte  
Boys & Girls Club of Cabarrus County  
Bruce Irons Camp Fund  
Cabarrus Cooperative Christian Ministry  
Cabarrus County Partnership for Children  
Camp CARE  
Camp LUCK  
Catholic Charities Diocese of Charlotte  
Center for Community Transitions  
Charity League  
Charlotte Bilingual Preschool  
Charlotte Family Housing  
Charlotte Rescue Mission  
Charlotte Speech and Hearing Center  
Children's Attention Home

Classroom Central  
Clayworks  
Common Heart  
Communities In Schools of CMS  
Communities In Schools of Rowan County  
Community School of the Arts  
Conflict Resolution Center of Cabarrus County  
Crisis Pregnancy Center of Gaston County  
Discovery Home Care  
Dove House Children's Advocacy Center  
Down Syndrome Association of Greater Charlotte  
Dream on 3  
DrumsForCures  
Esther House of Stanly County  
Family Support Network of Southern Piedmont  
Foundation for Girls  
Garrett Thomas Foundation  
GHA Autism Supports  
Holy Angels  
Hospice & Palliative Care Charlotte Region  
Hospice of Iredell County  
InReach  
Junior Charity League of Concord  
Kids First of the Carolinas  
KinderMourn  
Learning Collaborative  
Learning Help Centers of Charlotte  
Least of These Carolinas  
Live Again Ministries  
Male Leadership Academy of Charlotte  
Mental Health America of Central Carolinas

Missionary Athletes International  
Misty Meadows Mitey Riders  
North Carolina D.A.R.E  
Novant Health Foundation  
Palmetto Citizen's Against Sexual Assault  
Pat's Place Child Advocacy Center  
Philips Academy of North Carolina  
Piedmont Residential Development Center  
Power Cross  
Prevent Child Abuse Rowan  
Ronald McDonald House of Charlotte  
Running Works  
Safe Alliance  
Salvation Army Boys & Girls Club of Gaston Co.  
Salvation Army of Cabarrus County  
Salvation Army Charlotte  
Samaritan's Feet International  
Saving Grace Farm  
Shelter Health Services  
Shining Hope Farms  
Southern Piedmont Community Care Plan  
Special Olympics North Carolina  
SAFY  
Stanly County YMCA  
Thompson Child & Family Focus  
Together We Feed  
Victory Farm  
Wings of Eagle Ranch  
Yokefellow Ministry Greater Statesville



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## SPORTS SYNERGY & ENERGY

### SPEEDWAY



### SOCCER



## CHARLOTTE SOCCER ATTENDANCE



2011

CONCACAF Gold Cup

Costa Rica v El Salvador

Cuba v Mexico

46,000 fans



2014

Int'l Champions Cup

AC Milan v Liverpool FC

70,000 fans



2015

CONCACAF Gold Cup

Cuba v Guatemala

Mexico v Trinidad &amp; Tobago

56,000 fans



2015

Int'l Champions Cup

Chelsea v Paris St-Germain

61,000 fans



2016

Int'l Champions Cup

FC Bayern Munich v

FC Internazionale

54,000 fans



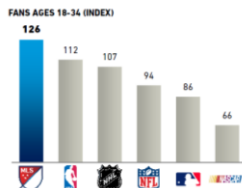
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## MLS FAN BASE

### MILLENNIALS

Charlotte is the #1 place where millennials are moving according to research conducted by ApartmentList.

**14.8%**  
Charlotte 5-year  
growth in  
millennial  
population



### DIVERSE COMMUNITY



MLS received an **A+** for its **outstanding diversity initiatives** in the most recent Racial and Gender Report Card.





## PROJECT STATUS

- MLS expansion:
  - MLS to award four additional franchises, with a target of two by the end of 2017
  - Applications submitted on January 31, 2017
  - 12 cities applied including Sacramento, San Diego, Cincinnati, Nashville, Detroit, and Raleigh
  - Requires first-class, soccer-specific stadium



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## MLS LEAGUE FOOTPRINT & POTENTIAL EXPANSION



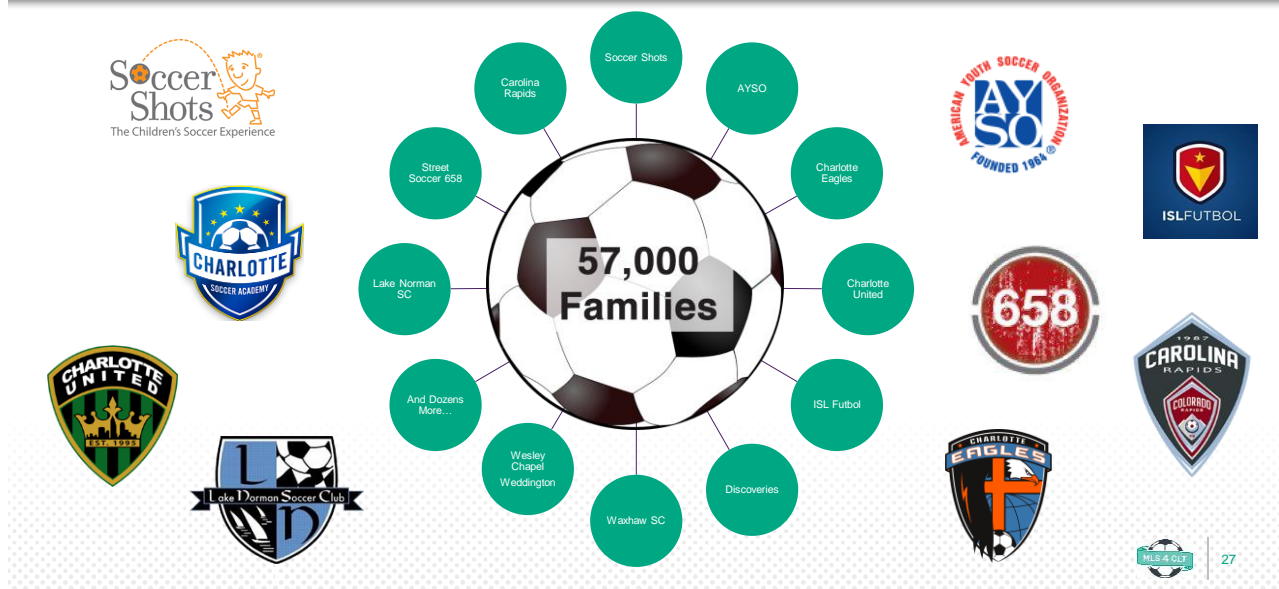
### POTENTIAL EXPANSION CITIES

1. Charlotte
2. Cincinnati
3. Detroit
4. Indianapolis
5. Nashville
6. Phoenix
7. Raleigh/Durham
8. Sacramento
9. San Antonio
10. San Diego
11. St. Louis
12. Tampa/St. Petersburg



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## SOCCER COMMUNITY IN THE CHARLOTTE REGION



## COMMUNITY BENEFITS - PROGRAMS

### Street Soccer / Project 658

A year-round, life-skills based soccer program for individuals experiencing homelessness. MLS4CLT to underwrite costs of program and serve as premier sponsor of Street Soccer 658 Invitational tournament.

### Special Olympics Team

Offers community-based and school-based programs to more than 3,350 athletes participating in 19 sports, including Unified sports.

MLS4CLT to develop and sponsor team with MLS and coaching support.

### Charlotte Eagles

As part of the Urban Eagles Program, Charlotte Eagles players live among and provide mentoring and support to youth and their families in the Grier Heights, Birchcroft Apartments, and Albemarle communities. Players from these areas are part of the Charlotte Eagles Youth Club program.

MLS4CLT to underwrite Urban Eagles participation in Charlotte Eagles Youth Club Program.

### Soccer Scholarship Fund

MSL4CLT to create a fund to provide need-based assistance for youth to participate in any team, camp, clinic, or skills program in the Charlotte area.

### Police Athletic League (PAL)

Recreational league for youth ages 7 to 16.

MLS4CLT to provide support for training coaches, game tickets for PAL soccer teams, opportunity to play on stadium pitch, and financial support.

### US Soccer Foundation Soccer for Success Program

An after-school program that is proven to help kids establish healthy habits and develop critical life skills through caring coach-mentors and family engagement.

MLS4CLT to work with the Soccer Shots Foundation to underwrite the cost of offering this program to 200 youth per year.

### Job Training & Internship Program

MLS4CLT to partner with local organizations to provide training, internships, apprenticeships, or employment opportunities to area youth and job seekers. Among the organizations we are in discussions with are Charlotte-Mecklenburg Schools, Charlotte Housing Authority, The Charlotte Post, and the MLS National Sales Center, a resource that provides training for ticket sales jobs.



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## COMMUNITY BENEFITS – SOCCER INFRASTRUCTURE

### US Soccer Foundation Safe Places to Play Program

**MLS4CLT** to seek out locations to add to the soccer infrastructure throughout Charlotte with a focus on economically disadvantaged locations.

### Tuckaseegee Park

**MLS4CLT** to convert natural turf field to synthetic turf field and explore the development of soccer/multipurpose fields on ~42 acres of CMS land adjacent to Tuckaseegee Park.

### Clanton Park

**MLS4CLT** to convert natural turf fields to synthetic turf field and add athletic lighting to the fields.

### Camp Greene Park

**MLS4CLT** to convert basketball courts to synthetic turf soccer/multipurpose fields to revitalize the park.

### Double Oaks Park / Police Athletic Field Site

**MLS4CLT** to invest in creating and/or improving the soccer and multipurpose fields.

### Revolution Park

**MLS4CLT** to explore this site as potential soccer/multipurpose fields and/or MLS Training Facility.

### Eastland Mall

**MLS4CLT** to explore this site as potential soccer/multipurpose fields and/or MLS Training Facility.



Tuckaseegee Park



Clanton Park



Camp Greene Park



Revolution Park



Double Oaks Park



Eastland Mall

- Potential park projects on land controlled by Mecklenburg County subject to approval by Mecklenburg County & MLS4CLT
- Potential improvements on land controlled by City subject to City of Charlotte approval.



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We see an opportunity to do something really exciting for Charlotte.

We know this business and we can make Charlotte proud.

We are committed to a comprehensive and powerful community-oriented program that we know can positively impact the lives of tens of thousands of people in our community.





## Tourism Funding Source & Capacity

City Council Economic Development Committee  
June 20, 2017





Due to tourism tax use restrictions, eligible uses are grouped into four funding “buckets”

- **Tourism I Fund (3% Occupancy, 1.5% Rental Car)**
  - marketing and visitor promotion, cultural and sports facilities
- **Tourism II Fund (4% Rental Car)**
  - cultural facilities & maintenance
- **Convention Center Fund (3% Occupancy, 1% Food & Beverage)**
  - convention marketing and promotion, convention center, amateur sports, and Bank of America Stadium
- **NASCAR Hall of Fame Complex Fund (2% Occupancy)**



Hospitality and Tourism assets that contribute to sports, cultural, and visitor economy





## Hospitality and Tourism assets that contribute to sports, cultural, and visitor economy



## Potential, Future Hospitality and Tourism Investments

Funding Source	Targeted Projects Over next 6 Years
<b>Tourism I</b>  "Acquiring, constructing, financing, maintaining, operating, marketing and promoting convention centers, civic centers, performing arts centers, coliseums, auditoriums, and museums...off-street parking for use in conjunction with these facilities"  "Tourism and tourism-related programs and activities, including art and cultural programs, events, and festivals"	<ul style="list-style-type: none"> <li>Discovery Place upgrade/expansion</li> <li>Spectrum Center upgrades</li> <li>NBA All-Star Game partnership</li> <li>Ovens Auditorium HVAC Replacement</li> </ul> <hr/> <ul style="list-style-type: none"> <li>MLS Soccer (<i>in Committee</i>)</li> <li>Carolina Theater (<i>Action by City Council on July 24<sup>th</sup>, 2017</i>)</li> </ul>





## Potential, Future Hospitality and Tourism Investments

# Questions?